




Sample Text	Image/Link
<p>Masking up keeps Vermont a safe place to live, work and play. What are your reasons for wearing one? #MasksOnVT</p>	 <p>VERMONT</p> <p>I wear my mask...</p> <p>to keep others safe &amp; healthy.</p> <p>#MasksOnVT</p>
<p>Wearing is caring! Masking up keeps vulnerable Vermonters safe and healthy during the COVID-19 pandemic. For more mask tips, visit <a href="https://HealthVermont.gov/MasksOnVT">HealthVermont.gov/MasksOnVT</a> #MasksOnVT</p>	 <p>VERMONT</p> <p>I wear my mask...</p> <p>to protect fellow shoppers and frontline workers.</p> <p>#MasksOnVT</p>
<p>Masks mean business! Wearing a mask in public is a simple way to stop the spread of COVID-19. It also gets Vermonters back to work. For more, visit <a href="https://HealthVermont.gov/MasksOnVT">HealthVermont.gov/MasksOnVT</a> #MasksOnVT</p>	 <p>VERMONT</p> <p>I wear my mask...</p> <p>to get the job done.</p> <p>#MasksOnVT</p>

Adding a mask to your routine is a simple yet effective way to protect family, friends and fellow Vermonters from the spread of COVID-19. For more mask tips, visit [HealthVermont.gov/MasksOnVT](https://HealthVermont.gov/MasksOnVT) #MasksOnVT



Wearing a mask in public is a simple way to keep Vermont safe, healthy and thriving. For more tips, visit [HealthVermont.gov/MasksOnVT](https://HealthVermont.gov/MasksOnVT) #MasksOnVT



It's a fact: Vermonters help Vermonters. During the COVID-19 pandemic, please do your part by wearing a mask when needed. To find out more on when and how to wear a mask, visit [HealthVermont.gov/MasksOnVT](https://HealthVermont.gov/MasksOnVT) #MasksOnVT



## **If you want to do more...**

### **1.) Help generate content from the public**

OLH can encourage users to generate their own content to be a part of the campaign in two ways: OLH staff can post an image of themselves wearing mask and describe why they do or they can utilize the Facebook frame and share their reasons along with the profile image. These posts can be shared by agency pages to encourage others who see the posts to do the same.

See below for sample posts that you can use on Facebook to promote user-generated, viral content.

#### **Post #1**

Have you found or made a creative mask or face covering? If so, we'd love to see! Post your photos with the hashtag #MasksOnVT, and include your name, city/town, and why you wear one.

#### **Post #2**

As we come together to flatten the curve, have you found a way to make your face covering stand out? Show us your masks! Use the hashtag #MasksOnVT and include your hometown and your reasons for wearing one. We'll repost our favorites!

#### **Post #3**

It's a fact: Vermonters help Vermonters. How have you been helping keep the state safe, healthy and thriving? Show us your mask! Include your city/town and why you wear one with the photos. Don't forget to include #MasksOnVT!

#### **Post #4**

Whether they're colorful, understated, or unique, masks and face coverings can show off your personality and style. What have you been wearing? Show us your new look! Include your city/town and why you wear one with each photo. #MasksOnVT

#### **Post #5**

Vermonters! Show you care about stopping the spread of COVID-19 and taking care of each other by showing off your masks! I wear a mask.... because it's such a simple, small thing to do that can make a big impact in slowing the spread and getting us back to school and work.

#MasksOnVT. I showed you mine, now you show me yours. Simply:

1. Copy and paste these directions in a new post on your page
2. Add your mask pic and your reason for wearing one. Use the hashtag #MasksOnVT so we can see who participates.
3. Nominate three friends to keep it going!

**2.) Pin this post to the top of your page**

Add this frame to your profile pic to show that you wear a mask to keep Vermont safe, healthy and thriving. Even better, update your pic to show off your mask. Share with your friends!

**#MasksOnVT** On Facebook Mobile, just click on the "Try It" button. If you are on a desktop computer, go to [www.facebook.com/profilepicframes](https://www.facebook.com/profilepicframes) and type in "I Wear A Mask Vermont."



### **3.) Include this in your newsletters or with your community partners.**

You may use photos from the SM folder if you need images. Sample text is below:

#### Short newsletter/blurb:

Wearing is caring! If you're medically able and can remove a face mask without assistance, please wear one when you're out running errands, engaging with people you don't live with, or in a busy area—either inside or out. No matter the reasons, wearing a mask is a simple way to prevent the spread of COVID-19 and protect friends, family and fellow Vermonters. For more ways to stop the spread of COVID-19, visit [www.HealthVermont.gov/MasksOnVT](http://www.HealthVermont.gov/MasksOnVT)

#### Longer article:

Love Vermont? We do too! To keep our state safe, healthy and thriving, please wear a face mask or covering over your nose and mouth when you're out and about. Masks are a simple and effective way to protect others around you as some people can have COVID-19 and not even know it. Not sure when to wear a mask?

Here are some tips:

#### When to Wear a Mask:

- Whenever you're unable to always stay 6 feet apart from others who you don't live with (for example, at work, riding the bus, on a ride share, or at school)
- On a busy and crowded street, trail, or bike path
- At home, if you have symptoms and you live with other people
- Going to the grocery store, pharmacy, doctor, or hospital

Never put a mask on a child under the age of 2, someone who needs help to remove the mask, someone who is in respiratory distress or unconscious. People who have trouble breathing, such as people with asthma, can wear a light-weight bandanna or cloth covering tied to be open at the bottom or face shield.

Thanks for doing your part and masking up! Get more mask tips at [HealthVermont.gov/MasksOnVT](http://HealthVermont.gov/MasksOnVT)